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Master of Business Administration

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Latest Updates:

5G launch in India likely by 2020, economic impact of \$1 trillion by 2035

Fifth-generation (5G) telecommunication services, which can create an economic impact of \$1 trillion in India by 2035, are expected to be launched in the country by 2020. To make 5G a success in India, a steering committee on 5G has suggested increasing the quantum of spectrum with lower pricing.

The committee, headed by Stanford University Professor A J Paulraj, was formed in September last year to formulate a road map for 5G in India. "By acting early to embrace the 5G opportunity, India can accelerate the 5G dividend and potentially also become an innovator in 5G applications," the panel said in its report submitted to the government.

The panel has given wide-ranging recommendations entailing spectrum policy, regulatory policy, development of application standards, education, etc. The panel feels the quantum of licensed mobile spectrum in India is much lower as compared to countries like the US and the UK. Also, the cost of spectrum, relative to per capita gross domestic product, is much higher than most countries.

“Both these factors drive up infrastructure costs. Also, in recent years, the high cost of spectrum has left large quantities of unsold spectrum. It is important that India correct these anomalies in 5G,” the panel said.

It has also been proposed that to enhance spectrum availability, there should be coordination with relevant ministries, and 5G spectrum should be allocated at the earliest. Paulraj said the 5G road map pursued by India should not only move the country forward but also result in progress of weaker sections of society. The panel has also proposed some kind of financial support as 5G networks will need new business models which will bring higher investment risks to service providers. “We recommend that the government offer a comprehensive support package. One example of support can be to designate 5G networks as essential infrastructure and allow telecom service providers access to capital at lower cost,” the panel recommended.

Regarding 5G trials, the panel said significant follow-up is needed to ensure successful trials that advance

India’s 5G progress. It has been proposed that a trials oversight committee should be constituted for each of the major trials, with representatives from the original



equipment manufacturer, lead telecom operator, and related entities.

5G has been designed for global adoption, with flexibility to support a wide number of applications. Its adoption in India will involve many use cases adopted widely in the world, but also some unique applications to suit India’s needs. The panel feels 5G’s value for India may be even higher than in advanced countries because of the lower levels of investments in physical infrastructure. “5G may offer ‘leapfrog’ opportunities by providing ‘smart infrastructure’ that offers lower cost and faster infrastructure delivery,” it added

Source-

<http://www.viralalertz.com/tech/5g-launch-in-india-likely-by-2020-economic-impact-of-1-trillion-by-2035/>

Indra Nooyi to step down as Pepsico CEO

Pepsico CEO Indra Nooyi will step down from the position on October 3, 2018, after helming the post for the last 12 years. The announcement was made by Pepsico on August 6, 2018.

Ramon Laguarta, who has worked with Pepsico for over 22 years, will be succeeding Nooyi. The 54-year-old was unanimously elected to the position by PepsiCo's Board of Directors. He will become the sixth CEO of the company in its 53-year old history.

While Nooyi will step down as CEO of food and beverage giant Pepsico in October, she will continue to serve as the Chairman of the company till early 2019.

Source:

<https://www.jagranjosh.com/current-affairs/30-most-important-current-affairs-of-august-2018-1535097141-1>

India breaks into top 100 in UN's E-Government index

India has jumped 22 places to break into the top 100 of the United Nation's E-Government Index 2018. India, which was ranked 118 in 2014, jumped 11 places to be ranked 96 in 2018. Its overall score was 0.5484. The survey is

released by the United Nations in every two years. The 2018 edition: 'Gearing

E-Government to Support Transformation towards sustainable and resilient societies' was launched on July 19.

Denmark, with an index value of 0.9150, topped the 2018 E-Government Development Survey. It was followed by Australia with 0.9053 score and the Republic of Korea with a value of 0.9010.

Source:

<https://www.jagranjosh.com/current-affairs/30-most-important-current-affairs-of-august-2018-1535097141-1>

Union Cabinet approves acquisition of IDBI Bank's controlling stake by LIC

The Union Cabinet on August 1, 2018 approved acquisition of IDBI Bank's controlling stake by Life Insurance Corporation of India (LIC) as promoter in the bank. The acquisition will be done through preferential allotment or open offer of equity and through relinquishment of management control by the Government of India.

The Cabinet has also approved reduction in Government shareholding in IDBI Bank Limited to below 50 percent by dilution. The acquisition

would help financially strengthen the LIC and the bank as well as their subsidiaries which offer financial products such as housing finance and mutual funds.

Source:

<https://www.jagranjosh.com/current-affairs/30-most-important-current-affairs-of-august-2018-1535097141-1>

Floods in Kerala likely to hit wedding season gold demand

Jewelers in India’s biggest gold-buying state expect sales to drop during the peak festival and wedding season after heavy rains and floods caused more than \$3 billion of damage.

The usual spend of 200 grams to 1 kilogram of gold per wedding in Kerala may drop 50 percent in the next month, B. Govindan, president of the All Kerala Gold & Silver Merchants Association, said in a phone interview.

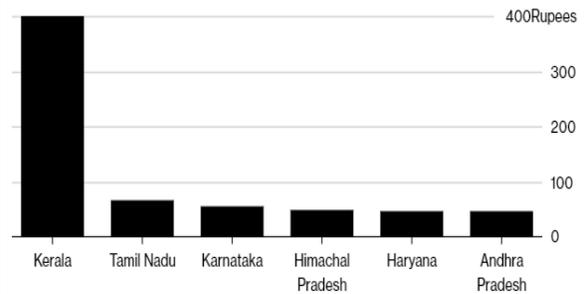
The death toll in Kerala has climbed to at least 370 since the monsoon started in..

Source:

<https://economictimes.indiatimes.com/markets/commodities/news/floods-in-kerala-likely-to-hit-wedding-season-golddemand/articleshow/65560316.cms>

Big Spenders

Kerala's monthly per capita spending on gold far outpaces other states



Source: Ministry of Statistics and Programme Implementation's survey compiled for the year 2011-12

*Note: Excludes data for Union Territories

CAMPUS ACTIVITY

"AGAAZ", August 24th, 2018.

The fresher's party (AGAAZ) for the batch 2018-20 was organized by their seniors on August 24th, 2018 to encourage creativity and boost confidence in newcomers. New faces were welcomed with full zeal in MBA Department.

All students enjoyed the gathering; it ended with the announcement of Mr. Ms. Fresher's & Mr. Ms. Talent. The day marked the beginning of both celebrations and hard work that students would be encountering for the next two years.

Youngsters showcase their talent and walked down the ramp, the star of the event-Ms. /Mr. Fresher were Sulbhi Shahab and Acheendra Dev Singh & Ms. /Mr. Talent were Anu Sharma and Aditya Pratap Singh awarded for their outstanding performance on the basis

of self introduction, ramp walk, talent showcase & rapid-fire round. The party wound up at 4:30 with great food. The dress code and theme were highlights of the event.



DEPARTMENT ACTIVITY

Team Building Activity.

Date: 27th august'2018

Venue: Shri Ram Murti Smarak College of Engineering and Technology, Bareilly.

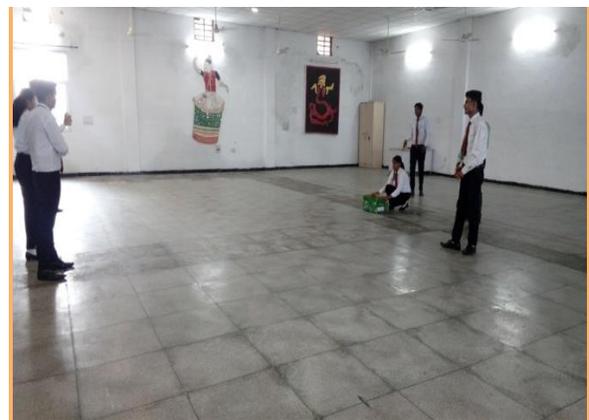
At Shri Ram Murti Smarak College of Engineering and Technology Faculty of Management Sciences team building activity was organized by The Management Club. There were two team building games that were organized for the students of MBA 1st year. First was “Ball is in your court”, there were teams of 3 members each and one of the member was blindfolded and one member was the instructor and

the another was to catch the ball. With the help of the instructor the blindfolded member of the team was to throw maximum number of balls towards the third person and he was to catch the balls thrown. The game taught teamwork and how a good leadership can prove to be a success for the whole team. Second activity was “Balancing Cups”, It was about two people trying to balance as many cups on the scale and both at the same time, it taught how important it is to work in synchronization and as a team.

Overall the activity was a success as it taught the students the gravity of working together as a team in an organization.

Winners are as follows-

- Parul Gangwar
- Prachi Bhardwaj
- Rizwan Ansari



A Tribute to our great national leader Late Shree Atal Bihari Vajpayee



कदम मिलाकर चलना होगा
बाधाएं आती हैं आएं
घिरेंप्रलयकी घोर घटाएं,
पावों के नीचे अंगारे,
सिर पर बरसैं यदि ज्वालाएं,
निज हाथों में हंसते - हंसते,
आग लगाकर जलना होगा.
कदम मिलाकर चलना होगा.

हास्य - रूदन में, तूफानों में,
अगर असंख्यक बलिदानों में,
उद्यानों में, वीरानों में,
अपमानों में, सम्मानों में,
उन्नत मस्तक, उभरा सीना,
पीड़ाओं में पलना होगा.
कदम मिलाकर चलना होगा.

उजियारे में, अंधकार में,
कलक हार में, बीच धार में,
घोर घृणा में, पूत प्यार में,
क्षणिक जीत में, दीर्घ हार में,
जीवन के शत - शत आकर्षक,
अरमानों को ढलना होगा.
कदम मिलाकर चलना होगा.

सम्मुख फैला अगर ध्येय पथ,
प्रगति चिरंतन कैसा इति अब,
सुस्मित हर्षित कैसा श्रम क्षथ,
असफल, सफल समान मनोरथ,
सब कुछ देकर कुछ न मांगते,
पावस बन कर ढलना होगा.
कदम मिलाकर चलना होगा.

कुछ कांटों से सज्जित जीवन,
प्रखर प्यार से वंचित यौवन,
नीरवता से मुखरित मधुवन,
परहित अर्पित अपना तन - मन,
जीवन को शत - शत आहुति में,
जलना होगा, गलना होगा.
कदम मिलाकर चलना होगा.

-Late Shree Atal Bihari Vajpayee

Value Based Weekly Workshop

Faculty of Management Science (FMS) has initiated a value based workshop which takes place on every Friday in the department. The motive of the value based workshop is to make the students learn about the values and ethical practices which they can implement in their professional lives in future.

The workshop is not only for MBA students as it is open for all the students of SRMSCET.

The workshop is getting overwhelming response from the students and faculty members.

We have covered following topics in this activity so far:

- ✓ Be happy with what you have. Be excited about what you want.
- ✓ Messages of Swami Vivekananda to the youths.
- ✓ Rediscovering inner power lessons from Lord Hanuman.
- ✓ Dharma- how to realize one's purpose in life.
- ✓ Lessons of Life from Ratan Tata.
- ✓ Do we really deserve for the green planet.
- ✓ "Humanity" religions are different but objectives are same.



Students presenting their views in the value based workshop

What Is The Difference Between A Startup & A Business?

1. Business Models

The business model of a startup is mainly based on solving a problem and while opening a business maximum consideration is given to profit. Take for an example, someone looking to start a clothing related business, he/she will target the audience by setting a shop or a showroom on the main road where the gathering is maximum. The main purpose of this business will be to sell products which fulfill customer's satisfaction giving maximum profit to the owner.

In a startup, the person will look to provide some solution for people who like to buy clothes of their choice by setting up an online website where users can customize clothes according to their need. After making a good

name this startup will look to generate profits by adding further innovations.

2. Funding

Startups look for fundings very differently than most small businesses. Startups mostly rely on money that comes from angel investors or venture capital firms. Small businesses, on the other hand, may rely on loans and grants. A venture capital tends to play a more active role in whatever company is doing but in businesses, investors are not that active.

3. Growth approach

Startups are different from businesses primarily as they are designed to grow faster. They are designed to sell something to a large market which is not same in case of business. For operating a successful business, you don't always need a large market but for startups, it is not easy to remain in the market with a narrow approach. This probably is the main reason why most startups are technology and internet-based as the reach of these is far more than physical stores.

4. Exit approach

An exit strategy is also something that defines your vision. If you are someone who wants to operate your plan in your own way and don't want someone else to interrupt you in the exit planning,

you are operating a business. In a startup, whether big or small, VCs need an exit strategy as they need to maximize their ROI and if you are pitching them without exit plans, you are most probably giving them a signal to not invest in your startup.

Source-

<https://www.marketingmind.in/difference-startup-business/>

Chitresh Lahiri MBA-2nd Year

“Dare to Be

When a new day begins, dare to smile gratefully.

When there is darkness, dare to be the first to shine a light.

When there is injustice, dare to be the first to condemn it

When something seems difficult, dare to do it anyway.

When life seems to beat you down, dare to fight back.

When there seems to be no hope, dare to find some.

When you're feeling tired, dare to keep going.

When times are tough, dare to be tougher.

When love hurts you, dare to love

again.

When someone is hurting, dare to help
them heal.

When another is lost, dare to help them
find the way.

When a friend falls, dare to be the first
to extend a hand.

When you cross paths with another,
dare to make them smile.

When you feel great, dare to help
someone else feel great too.

When the day has ended, dare to feel as
you've done your best.

Dare to be the best you can – At all
times, Dare to be!”

— **Steve Maraboli**

Source-

www.goodreads.com

Payal Mehendiratta
MBA- 1st year

Powerful Message from Reddit Co-Founder for all Workaholics

The corporate world has set a new trend in which workers are made to overwork and even they are doing it with fake smiles on their faces as they don't see any other options. Employees are not only doing so as they are being forced to do as there are many who think that

working long hours is the only way to make the most of this life.

We are not against hard work but continuous work can lead to loss of productivity and a lot of companies also feel the same.

Reddit Co-founder, Alex Ohanian also as similar opinions about workaholics.

An Instagram post of his is going viral and people are loving the message he wants to convey "if you spend that much time thinking about your competition you are going to loose he wants to say through this is that it is ok to work hard but thinking too much about the competitors and market can harm the relationship you have with the family and this somehow can impact your work too. having a quality time with spending a vacation is totally okay and everyone has the right to feel free. We are not against hard work but continuous work can lead to loss of productivity and a lot of companies also feel the same..This is a great message to employees who are working for more than 10 hours a day and traveling to the workplace from home and vice versa for at least 2 hours daily. We don't expect that their body will hardly have any strength left in them and most people can suffer from health problems too, so, improve the quality of work you do rather than just spending hours in the office.

Source-

<https://www.marketingmind.in/powerful-message-reddit-co-founder-must-read-workaholics/>

Humair Ali
MBA-1st Year

HR technology; Disruption Ahead

1. A Massive Shift From "Automation" To "Productivity."
2. Acceleration Of HRMS And HCM Cloud Solutions, But Not The Center Of Everything
3. Continuous Performance Management Is Here: And You Should Get With It
4. Feedback, Engagement, And Analytics Tools Reign
5. Reinvention Of Corporate Learning is Here
6. The Recruiting Market Is Thriving With Innovation
7. The wellbeing market is exploding.
8. People analytics matures & grows.

Source –
www.forbes.com

Jyoti Mishra
MBA-2nd Year

Must age be a facet in judging one's worth to a firm?

At the recent annual general meeting (AGM) of engineering giant Larsen & Toubro Ltd (L&T), A.M. Naik, the company's non-executive chairman, set off a minor kerfuffle. As per a *Business Today* report, he asked marshals at the event to evict shareholders who raised questions about his use of company land on its Powai campus for setting up a super-specialty cancer hospital in his granddaughter's memory.

Naik faced opprobrium for his flare-up, but curiously, it was his age more than his behaviour that seems to have created much of the subsequent stir. At 76, Naik is no spring chicken, but after 52 years with a company which he helped grow to its current level, it seems unfair to begrudge him the role of non-executive chairman. Indeed, should age be a factor at all in judging a person's worth to a company?

While the issue of using company land for what is essentially a private initiative is definitely dodgy, Naik's response was no surprise.

The assumption that a younger Naik would have been less abrasive or would have dealt with it differently isn't borne out by his past record. Those who know the man and have tracked his long career are well aware that he doesn't take criticism too well. Nor is it this the first time that a shareholder has been ticked off at the AGM of an Indian company.

Many a company owner has told shareholders who dared to ask sticky questions that they have the option of selling off their shares if they didn't like what they saw. In India, AGMs have rarely been models of democratic behavior and minority shareholders have often found their voice stifled.

Naik's summary dismissal of the shareholder's query was no surprise then.

It is the issue of his age that raises the more pertinent question. In the family business-driven world of corporate India, there are many patriarchs who continue to run their companies well beyond the generally accepted age for retirement. That it should be so at a professional company like L&T is what causes some surprise. But here too, Naik is in good company. Yogi Deveshwar at 71 continues to be chairman of ITC Ltd and Ratan Tata was Tata group chairman till he turned 75.

That the age of these men should at all be an issue is symptomatic of an increasingly age-conscious corporate culture with Silicon Valley and its clone in Bengaluru driving the push for more youthful occupants in the corner office. Yet, there is little evidence to suggest that younger CEOs are more measured in their responses or more effective with their decision-making. Indeed, some of the antics of Uber's Travis Kalanick and Tesla's Elon Musk, both in their 40s, suggest that eccentricity isn't an age-related thing at all.

Despite the commonly held belief of a definite leadership sweet spot that falls

in the age group of 50-60, some of the top performing corporate leaders defy such stereotypes. The late Brijmohan Lal Munjal continued to steer the Hero group well into his 80s, while Wipro chairman Azim Premji shows few signs of losing his grip even at 73.

It is also a moot point whether Infosys might have been better off if N.R. Narayana Murthy hadn't stepped down as its chairman when he turned 65.

Even in the US where the average age of new CEOs, according to research from Crist Kolder, a Chicago-based executive search firm, is 50, there are men like Berkshire Hathaway's Warren Buffett and Marriott International's Bill Marriott who are successfully running their companies well into their 80s. In fact, last year American Insurance Group (AIG) surprised everyone by naming 70-year-old Brian Duperreault as its next chief executive.

In the US, the Age Discrimination in Employment Act does provide safeguards to older workers against the threat of lay-offs due to age. Unfortunately, the Act does not cover people in executive-level positions.

In India, of course, most professionally-managed companies have a mandatory retirement age for all positions. To the extent that it allows

space for younger executives to grow, it is the right thing. But whether it should be applied to leadership is questionable.

Source:

<https://www.livemint.com/Opinion/wGdsULM8gE2KytYEcQUVO/Opinion--Must-age-be-a-facet-in-judging-ones-worth-to-a-fi.html>

Lavy Khandelwal MBA (1st semester)

What Super Heroes Can Teach Us about Investment Strategy?

By design, villains and superheroes are meant to stand as polar opposites. The bad guys teach us what not to do and offer cautionary tales about what we stand to lose if we're tempted to follow a similar path. These otherwise brilliant characters most often are felled by their own fatal flaws. The inverse also holds true: We can learn plenty of lessons from superheroes.

It doesn't take too much imagination to apply those tales to other areas of life. What do we hope to give and gain through personal relationships? How does the purpose behind our work or business serve a greater good? Superheroes -- those bright, shining, paragons of might and morality -- provide models for keeping our focus on the bigger picture and controlling our greatest impulses. Those two abilities make for an inspiring hero and also form the basis for a smart

investment strategy for those of us who lack other superhuman gifts.

It takes a village

Children are shaped by many influences. So are young business ideas. It takes a committed team (not unlike a family or community) to pull together, develop a plan, and execute to bring in revenue. After all, no investor is an island. Each must rely on a team of sharp analysts, managers and other personnel. The successful lone wolf is the very rare exception -- you've heard of "The Wolf of Wall Street" -- and not the norm. In real life, successful brokers collaborate with their teams to deliver the best possible outcomes for clients.

The same can be said for many superheroes. Despite their extraordinary abilities, they need a good support system. Think the Avengers or the Justice League. Or consider someone a bit more down-to-earth. Marvel superhero Luke Cage has seen a recent revival, courtesy of Netflix. The streaming service's original series features a stellar cast, edgy performances and a stunning, jarring relevance in today's polarized climate. Luke is incredibly strong and bulletproof, but he also is deeply rooted in his community: the vibrant, lively streets of New York City's storied Harlem neighborhood.

Be it standing up to gangsters or unraveling conspiracies, everything Luke does is for the benefit and betterment of his community. In turn,

his neighbors have his back as well. Some critics and viewers have noted that the backdrop's jazzy nightclubs and historic architecture make Harlem as much a character as any of the show's leads.

In the same way, effective investors seek advice from their networks and teams. They need a strong community behind them if they plan to successfully (and profitably) navigate the ever-changing business landscape. Whether they're backing up one another in tough negotiations or sitting down to evaluate risky mergers, all teams (communities) must be much more than the sum of their parts.

Leverage technology

Automation is making headway on Wall Street, taking on even complex, difficult jobs that only humans could perform not long ago. Project-management software iCEO, for example, can reduce month-long undertakings to a matter of days. This puts managers' positions in jeopardy. The future is here -- and it's increasingly robotic.

While there are many reasons it would be foolish for finance professionals to immediately lay off half their staff, any good investor will leverage technology. Applied effectively to the right areas, automation can make a great buy or sell at the most opportune time. For instance, a tech-savvy commodities investor could consult a program such as Kensho, which quickly can churn out sophisticated analyses that take hundreds of factors into account. Kensho evaluates everything from past

oil prices to current geopolitical turmoil and generates a comprehensive study to help investment managers make the best trades.

This, too, is a page from the comics. Most superheroes supplement their natural abilities and intelligence with tech tools to chart the path forward in an unstable, dizzying world.

Bruce Wayne is Batman, true. He's honed his body and mind to become an unstoppable fighting machine. But it's his state-of-the-art technology that gives him an edge over well-armed opponents during battle. Tony Stark is much the same. Another rich, wealthy playboy, he bests his enemies with razor-sharp wit, cunning and the tech-enhanced Iron Man suit he designed and built with all his prodigious wealth.

If even superheroes need technology to help round out their talents, who are investors to think they can win the day without it?

Know your environment

Investors must be attuned to any fluctuations or warning signs in their environments. Investors who stay aware will not only be able to take advantage of rapidly developing trends but also stay profitable by avoiding crippling losses.

Consider this: At its height nearly a decade ago, Blackberry was a smart phone powerhouse. Its products represented the best of cutting-edge innovation and set the pace for many others to follow. Its lineup included models from the miniature but powerful Pearl to the unforgettable

Bold, making Blackberries a staple of corporate executives, politicians and other prominent movers and shakers.

Today, Blackberry is a distant memory in the popular imagination. The reasons are multifaceted and complex, but in a nutshell, Blackberry was outclassed by competitors. Apple and Samsung won the battle in nearly every way, from operating system to user experience. Rather than properly assessing the changing technological landscape and evolving to match their competitors, Blackberry became complacent.

Superheroes pay attention to their environments, too. The most highly developed sense of situational awareness is attuned to even minor changes that can prove deadly. For all his fast reflexes and web-slinging abilities, Spider-Man still lacks the brute strength and pure brawn of the Hulk or Thor. Instead, Spidey has to be faster and cleverer than his opponents - - and a large part of that depends on the situational awareness that makes his Spidey-sense tingle.

Captain America is another prime example. His impressive fighting style relies heavily on clever use of his surroundings. In many of the new movies, he takes advantage of his environment. He ducks under overpasses to take cover from enemy fire and bounces his shield off railings to slam into enemies or even knock hidden Nazi snipers out of trees.

Whether you're fighting to save the free world, cutting your losses or seeking the best trade possible,

understand that you must stay abreast of the environment and corporate battle conditions. Superheroes demonstrate how investors can chart a successful, prosperous course in an unstable business landscape. Take a page from your favorite hero's comic book, and you'll be able to overcome any sticky situation -- investment or otherwise.

Source:<https://www.entrepreneur.com/article/292942>

Mr. Jyoti Prakash

Assistant Professor, FMS

Why Do Companies Prefer MBAs?

The phrase "MBA preferred" gets a lot of play in Monster's online job listings. But what does it really mean? According to the schools that educate them and employers that hire them, MBAs are sought after for their ability to think critically, deal with ambiguity and solve complex problems.

In the broadest sense, the master of business administration degree represents a way of thinking, not just a set of financial skills and business knowledge. When asked why Williams-Sonoma hires MBAs, HR manager Leslie Zurburg says, "We are looking for the 50,000-foot view -- the strategic thinker who takes an analytical approach."

Operations managers who have risen through the company's ranks are experts at getting things done, Zurburg

says. But MBAs from the outside can bring a fresh perspective, like figuring out how to improve key business processes, such as filling catalog orders.

Training Critical Thinkers

An MBA can evaluate a company by looking at its financials, but that's not why employers want them, says Muhammad Abdullah, former director of the MBA program at Charlotte, North Carolina-based Pfeiffer University and now an associate professor of business law. They also ask if the numbers make sense in terms of other realities. The process of earning the degree teaches MBAs to think critically. "That's a vital skill that can help, no matter what happens," says Abdullah.

Critical thinking is not a course per se. But this ability is woven into the MBA curriculum, which relies heavily on the case-study approach. This requires students to evaluate business dilemmas and formulate the best plan of action. According to Abdullah, case studies typically reflect current issues -- that's another advantage of MBA training.

Professional Problem Solvers

John Pantano, cofounder and vice president of sales and marketing at Lawrence, Massachusetts-based

Radianse, a startup that develops indoor global-positioning products to help hospitals keep track of patients, doctors and other medical staff, hires MBAs because they have "professional training in problem solving. They know how to frame problems, ask questions and collect data."

Pantano looks for MBA candidates who are ready to answer more than just stock questions. "They have done some research, called a few customers," he explains. "You get a sense of how they might spend their first 60 days on the job, and that is impressive."

At Basking Ridge, New Jersey-based Avaya, which sells enterprise telephony systems, MBA hires are part of the company's strategy to build a leadership pipeline, says Rob LeFever, senior manager of university leadership programs. Avaya likes MBAs for their ability to deal with ambiguity and create changes that help the company compete in the telecommunications. On campus recruiting trips, Avaya looks for candidates who demonstrate the ability to maximize talent, enroll others, champion change, look at the big picture and optimize Avaya's interests.

The degree itself is not a guarantee, says LeFever. "Many MBAs have gaps," he explains. "It comes down to

the person" and their accomplishments. For example, if an MBA candidate says, "I lead the team that revised the billing process," Avaya recruiters dig deeper. If the process improvement didn't yield a result, the candidate may not make the cut.

MBAs: Not All Alike

"Getting an MBA is a big accomplishment," says Michele Rapp, associate director of graduate student career services at Boston-based Suffolk University. "But once you have it, you still have to compete for jobs. MBA students say, 'I want to interview at [a top consulting firm],' and I tell them,

'That company recruits only from top-10 schools.' You have to be realistic."

Top schools are brand names, agrees Abdullah. When you are competing against a brand name, "the burden of proof is on you," he says, even though core MBA courses remain remarkably similar across different institutions.

Source:<https://www.monster.com/career-advice/article/why-companies-prefer-mbas>

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